

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions and listings of the claims in this application:

1. – 8. (Cancelled)

9. (Currently amended) A method, comprising:

sending a first price of an item for sale from a processor to one or more clients over a network;

receiving one or more orders for the item at the first price from one or more of the clients;

delivering the item to the one or more clients that ordered the item at the first price;

pricing the item at a second price with the processor based at least on the one or more orders for the item at the first price;

sending the second price over the network to ~~at least one of the~~ one or more clients; and

wherein said pricing includes at least one of:

(i) determining if a profit at the first price is at least equal to a best profit for one or more previous price levels for the item with the processor[[;]] and increasing the first price to the second price if the profit at the first price is at least equal to the best profit for the one or more previous price levels for the item, wherein the second price is greater than the first price, and

(ii) determining if the profit at the first price is less than the best profit for the one or more previous price levels with the processor and reducing the first price to the second price if the profit at the first price is less than the best profit for the one or more previous price levels, wherein the second price is less than the first price.

10. (Currently Amended) The method of claim 9, wherein said increasing the first price to the second price includes setting the second price as a random percentage above the first price.

11. (Cancelled)

12. (Currently Amended) The method of claim 9 ~~claim 11~~, wherein said reducing the first price to the second price includes reducing the first price to the second price such that the second price is halfway between the first price and a best price at which the best profit for the previous price levels was obtained.

13. (Currently amended) A method, comprising:

sending a first price of an item for sale from a processor to one or more clients over a network;

receiving one or more orders for the item at the first price from one or more of the clients;

delivering the item to the one or more clients that ordered the item at the first price;

pricing the item at a second price with the processor based at least on the one or more orders at the first price;

sending the second price over the network to ~~at least one of the~~ one or more clients; and

wherein said pricing includes:

determining profit at the first price is less than a best profit for previous price levels with the processor;

determining a difference between a best price at which the best profit for the previous price levels was obtained and the first price is less than a minimum limit; and

setting the second price to a randomly adjusted price within a range about the best price.

14. (Original) The method of claim 13, wherein the minimum limit is one-percent of the best price.

15. – 18. (Cancelled)

19. (Currently amended) A method, comprising:
sending a first price of an item for sale from a processor to one or more clients over a network;
receiving one or more orders for the item at the first price from one or more of the clients;
delivering the item to the one or more clients that ordered the item at the first price;
pricing the item at a second price with the processor based at least on the one or more orders at the first price;
sending the second price over the network to ~~at least one of the~~ one or more clients;
receiving one or more second orders for the item at the second price;
wherein said pricing includes determining the second price based on time between the one or more orders at the first price and the one or more second orders at the second price;
wherein said pricing includes determining an average time between a number of previous orders; and
wherein said pricing includes at least one of:
(i) determining if the time between the one or more orders at the first price and the one or more second orders at the second price is less than the average time between the number of previous orders[[:]] and increasing the first price to the second price if the time between the one or more orders at the first price and the one or more second orders at the second price is less than the average time between the number of previous orders, wherein the second price is greater than the first price, and
(ii) determining if the time between the one or more orders at the first price and the one or more second orders at the second price is greater than the average time between the number of previous orders and decreasing the first price to the second price if the time between the one or more orders at the first price and the one or more second orders at the second price is greater than the average time between the number of previous orders, wherein the second price is less than the first price.

20. (Cancelled)

21. (Previously presented) The method of claim 9, wherein the first price is an initial price.

22. (Original) The method of claim 21, further comprising receiving the initial price from a supplier of the item over the network.

23. (Original) The method of claim 21, further comprising setting the initial price with the processor based on historical data for the item.

24. (Currently amended) The method of claim 9 ~~claim 11~~, further comprising:

receiving a minimum price for the item from a supplier of the item; and
wherein said ~~pricing~~ reducing the first price to the second price includes setting the second price of the item to the minimum price for the item.

25. (Currently amended) The method of claim 9, further comprising:
wherein the one or more clients that ordered the item at the first price include a first client; and
debiting at least the first price from an account of the first client with the processor.

26. (Currently amended) The method of claim 25, further comprising:
registering the first client;
receiving one or more deposits from the first client; and
crediting the one or more deposits to the account of the first client with the processor before said debiting.

27. (Currently amended) The method of claim 26, wherein said receiving the one or more deposits includes receiving payment from the first client over the network.

28. (Currently amended) The method of claim 27, wherein said receiving the one or more deposits includes receiving payment through a third party.

29. (Currently amended) The method of claim 9, wherein said delivering the item includes transmitting the item from the processor to the one or more clients that ordered the item at the first price over the network.

30. (Currently amended) The method of claim 9, wherein said delivering the item includes transmitting the item from a content supplier device for the item to the one or more clients that ordered the item at the first price.

31. (Currently amended) The method of claim 9, further comprising:
wherein the one or more clients that ordered the item at the first price include
a first client;

wherein the network includes an institutional network operated by an institution and the first client is operatively coupled to the processor through the institutional network;

identifying the first client as a member of the institution with the processor;

and

compensating the institution for the order of the item at the first price from the first client.

32. (Original) The method of claim 31, wherein the institution includes an educational institution.

33. (Original) The method of claim 32, wherein said compensating includes funding a scholarship at the educational institution.

34. (Original) The method of claim 33, further comprising registering the institution with the processor.

35. (Original) The method of claim 31, further comprising:
receiving an identifier from the first client; and
wherein said identifying includes matching the identifier from the first client with the institution.

36. (Original) The method of claim 35, wherein the identifier includes an email address.

37. (Original) The method of claim 35, wherein the identifier includes a network address.

38. (Previously presented) The method of claim 9, wherein the network includes the Internet.

39. (Previously presented) The method of claim 9, wherein at least one of the clients include a personal computer.

40. (Previously presented) The method of claim 9, wherein said sending the first price includes encoding the first price into a web page.

41. (Cancelled)

42. (Previously presented) The method of claim 9, wherein said delivering includes physically transporting the item to the client.

43. - 62. (Cancelled)

63. (Currently amended) An apparatus, comprising:
memory containing at least one item, wherein the item includes media content;
a processor operatively coupled to said memory and responsive to input over a network from one or more clients, said processor being operable to dynamically adjust pricing of the item, said processor being operable to deliver the item from memory to the one or more clients that order the item at a dynamically adjusted price;
wherein said processor is operable to adjust the pricing of the item by comparing profits generated by the item at different price levels;
~~the network~~, wherein the network includes the Internet;
wherein said processor is operable to increase the pricing of the item when profit at a current price for the item is at least greater than a previous best profit for the item;
wherein said processor is operable to increase the pricing of the item when the profit at the current price is at least equal to the previous best profit for the item; and
wherein said processor is operable to increase the pricing of the item by a random percentage above the current price.

64. (Original) The apparatus of claim 63, wherein the random percentage is within a specified range.

65. - 67. (Cancelled)

68. (Currently amended) An apparatus, comprising:
memory containing at least one item, wherein the item includes media content;
a processor operatively coupled to said memory and responsive to input over a network from one or more clients, said processor being operable to dynamically adjust pricing of the item, said processor being operable to deliver the item from memory to the one or more clients that order the item at a dynamically adjusted price;
wherein said processor is operable to adjust the pricing of the item by comparing profits generated by the item at different price levels;
~~the network,~~ wherein the network includes the Internet;
wherein said processor is operable to decrease the pricing of the item when profit at a current price for the item is less than a previous best profit at a previous best price for the item; and
wherein said processor is operable to decrease pricing of the item to halfway between the current price and the best price.

69. (Currently amended) An apparatus, comprising:
memory containing at least one item, wherein the item includes media content;
a processor operatively coupled to said memory and responsive to input over a network from one or more clients, said processor being operable to dynamically adjust pricing of the item, said processor being operable to deliver the item from memory to the one or more clients that order the item at a dynamically adjusted price;
wherein said processor is operable to adjust the pricing of the item by comparing profits generated by the item at different price levels;
~~the network,~~ wherein the network includes the Internet; and
wherein said processor is operable to randomly adjust the pricing of the item within a specified range around a best price at which a best profit for the item was previously obtained when there is a ~~small~~ predetermined price difference between the current price and the best price.

70. (Cancelled)

71. (Currently amended) The apparatus of claim 69, wherein the ~~small~~
predetermined price difference is one-percent of the best price.

72. -109. (Cancelled)

110. (Previously presented) The method of claim 9, wherein the item includes
music.

111. (Previously presented) The method of claim 9, wherein the item includes
text.

112. (Previously presented) The method of claim 9, where the item includes a
video content.

113. (Previously presented) The method of claim 9, wherein the item includes
a picture.

114. (Previously presented) The method of claim 9, wherein the item includes
software.

115. (Previously presented) The method of claim 9, wherein the item is
selected from a group consisting of goods and services.

116. - 133. (Cancelled)

134. (Previously presented) The method of claim 13, wherein the item includes music.

135. (Previously presented) The method of claim 13, wherein the first price is an initial price.

136. (Previously presented) The method of claim 135, further comprising receiving the initial price from a supplier of the item over the network.

137. (Previously presented) The method of claim 135, further comprising setting the initial price with the processor based on historical data for the item.

138. (Currently amended) The method of claim 13, further comprising:
wherein the one or more clients that ordered the item at the first price include a first client; and
debiting at least the first price from an account of the first client with the processor.

139. (Currently amended) The method of claim 13, wherein said delivering the item includes transmitting the item from the processor to the one or more clients that ordered the item at the first price over the network.

140. (Currently amended) The method of claim 13, wherein said delivering the item includes transmitting the item from a content supplier device for the item to the one or more clients that ordered the item at the first price.

141. (Previously presented) The method of claim 13, wherein said delivering includes physically transporting the item to the client.

142. (Currently amended) The method of claim 13, further comprising:
wherein the one or more clients that ordered the item at the first price include
a first client;
wherein the network includes an institutional network operated by an
institution and the first client is operatively coupled to the processor through the institutional
network;
identifying the first client as a member of the institution with the processor;
and
compensating the institution for the order of the item at the first price from the
first client.

143. (Previously presented) The method of claim 19, wherein the item
includes music.

144. (Previously presented) The method of claim 19, wherein the first price is
an initial price.

145. (Previously presented) The method of claim 144, further comprising
receiving the initial price from a supplier of the item over the network.

146. (Previously presented) The method of claim 144, further comprising
setting the initial price with the processor based on historical data for the item.

147. (Currently amended) The method of claim 19, further comprising:
wherein the one or more clients that ordered the item at the first price include
a first client; and
debiting at least the first price from an account of the first client with the
processor.

148. (Currently amended) The method of claim 19, wherein said delivering the
item includes transmitting the item from the processor to the one or more clients that ordered
the item at the first price over the network.

149. (Currently amended) The method of claim 19, wherein said delivering the
item includes transmitting the item from a content supplier device for the item to the one or
more clients that ordered the item at the first price.

150. (Currently amended) The method of claim 19, wherein said delivering
includes physically transporting the item to the ~~client~~ one or more clients that ordered the
item at the first price.

151. (Currently amended) The method of claim 19, further comprising:
wherein the one or more clients that ordered the item at the first price include
a first client;
wherein the network includes an institutional network operated by an
institution and the first client is operatively coupled to the processor through the institutional
network;
identifying the first client as a member of the institution with the processor;
and
compensating the institution for the order of the item at the first price from the
first client.

152. -155. (Cancelled)

156. (Currently amended) The method of claim 19 ~~claim 20~~, further comprising:

receiving a minimum price for the item from a supplier of the item; and

wherein said ~~pricing~~ decreasing the first price to the second price includes setting the second price of the item to the minimum price for the item.

157. - 185. (Cancelled)